READING CHARACTER AT SIGHT

SEVEN SIMPLE
LESSONS BY

KATHERINE M.H. BLACKFORD

LESSON FOUR

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READING CHARACTER AT SIGHT

KATHERINE M. H. BLACKFORD, M. D.

ARTHUR NEWCOMB, *Editor*

A Simple and Scientific Method of Judging Men and Women; Reading Character; Selecting Workers; Understanding Human Nature; Developing Hidden Power; Discovering Genius; Recognizing Special Capabilities; Controlling Mental Forces; Applying Talents; Choosing the Right Work; Persuasion; Securing Attention; Arousing Interest; Making Friends; Creating Desire; Getting Action; Commanding Maximum Service; Overcoming Indecision; Achieving Leadership.

Seven Easy Lessons by the Famous Character Expert, Dr. Katherine M. H. Blackford, based on a study of eighteen thousand men and women and one hundred great business firms.

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LESSON FOUR

SEX

CHAPTER I

THE MASCULINE MAN

You can easily tell a man from a woman, even when they are dressed alike, unless they are heavily camouflaged—but do you understand the differences in character between them?

Strange to say, most people do not, although they have been observing these differences all their lives.

Perhaps one of the reasons is that some men are more feminine in character than their sisters or wives, and many a woman is a better man than her husband.

It was long ago discovered by students of human nature, that not all masculine souls are housed in male bodies, nor all feminine souls in female bodies.

So there is sex in character as well as sex in body, and the two do not always correspond.

Yet, a careful observer can always tell at a glance whether any individual is more masculine than feminine, or more feminine than masculine in character.

No Man Wholly Masculine, No Woman Wholly Feminine

Every individual is a combination of masculine and feminine characteristics. In some, masculine traits are more numerous; in others, feminine traits; and in still others, the two are almost evenly balanced.

When one sex or the other is very marked, any one can see its indications in looks.

In Figures 50, 51, 52, and 53, you have pictures of a masculine man, a masculine woman, a feminine man and a feminine woman.

I do not need to point out to you which is which, because you can readily see for yourself.

Nearly every one observes these differences, and the expressions, "a masculine woman," and, "an effeminate man," are in common use in everyday speech. We also hear women spoken of as mannish, and men spoken of as "sissies," or "Miss Nancys."

But not every one knows just what are masculine features and what are feminine, nor does everyone know what are masculine traits and what are feminine traits.

Yet, like everything else about reading character at sight, these things are very easy for us if we only pay some attention to them, observe carefully and use our common sense.

How the Masculine Type Looks

In this chapter we are to study the masculine type. Observe and compare these characteristics of people's looks and see if you do not find them all distinctly masculine.

Head wide at the ears, rather angular and ridged in appearance.

Eyebrows prominent and rugged.

Shoulders broad and square.

Back straight, erect and flat.

Chest large and deep.

Waist straight at the sides.

Abdomen flat.

Hips narrow.

Trunk shorter than legs.

Photo by G. V. Buck

FIGURE 50
Masculine Type

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FIGURE 51
Masculine Type

FIGURE 52
Feminine Type

FIGURE 53
Feminine Type

Legs long and straight, with rather prominent joints and large ankles.

Hands and feet large, with considerable of the bony structure indicated.

Color blond, or medium.

Form of profile convex upper-concave lower.

Large in size.

Body build of the muscular, bony type, or of the type of the man of bone and muscle who has developed a brain.

Coarse hair, skin, features, hands and feet.

Hard body fibre.

Joints inclined to be rigid.

If all of the above features appear in any individual to a marked degree, then that individual is of the extreme masculine type, whether man or woman.

Traits of the Masculine Type

The more you study such an individual, the more you will find that his or her traits and characteristics are as follows:

1. *Thought Quicker than Action.*—Taking for granted for the moment that it is a man we are describing, we know, since his form of profile is convex upper-concave lower, that he is quick and practical in thought, energetic, positive, dynamic, keen in observation, interested in facts, rather deliberate in speech and action, not impulsive, determined, persistent and self-controlled.

2. *Love of Activity and Motion.*—Because he is of the bony and muscular type, he is independent, liberty loving, fond of freedom and of action, interested in machinery, in motion, in transportation, in exploration and invention.

3. *Coarseness, Vigor and Virility.*—Being of coarse texture, his sensibilities are not fine, he glories in hardships, he is perfectly happy and satisfied in the midst of primitive surroundings, he is rather unresponsive, is somewhat rough in

his play and sports, is given to coarse vices and is inclined to be democratic in his associations.

4. *Hardness of Head and Heart.*—Because of the hard fibre of his flesh, he is not highly emotional or sympathetic; is more just than generous; has hard, driving, crushing energy; is far more interested in durability and utility than in luxury; and is tenacious of his own opinion.

5. *Practicality.*—In his intellectual processes, this man reasons his way to conclusions upon the hard basis of fact. He is therefore naturally interested in science, and its application to practical affairs.

6. *Creativeness.*—His intellectual powers are creative, aggressive, forceful. He invents, organizes, originates and promotes.

7. *Unemotionality.*—It is in the emotions that the most marked difference between masculine and feminine characteristics occurs. Compared with the feminine, the masculine type is rather unemotional; while his emotions may be more powerful and take a stronger hold upon him when they are thoroughly aroused than woman's, they are not nearly so easily aroused. It is the masculine inclination to view life and the world in general through his intellect, rather than through his emotions.

8. *Interested in Opinions.*—The masculine mind is interested in opinions, principles and convictions. Whenever you are in the midst of a company of men, in a smoking car, at the club, or anywhere else, pay some attention to the trend of the conversation, and you will find, almost without exception, that it soon or late drifts around to an expression of opinion and conviction, or the discussion of general principles.

As the result of this, men are more likely to act from principle, according to their convictions, or according to what they call practical considerations, than as the result of their emotions.

9. *Coarse Vices.*—The masculine tendency is to yield to the demands of the coarser animal appetites and desires. One of the largest bills civilization has to pay is the bill for drink, tobacco, gambling and dissipation—all masculine indulgences.

10. *Aggressiveness.*—In respect to will power, the masculine is aggressive, positive, active, forceful and combative. It seeks for achievement, it explores, investigates and pioneers.

11. *Love of Conquest.*—To the masculine character, some form of conquest, whether mental, athletic or warlike, is as natural as breath.

12. *Ruggedness and Forcefulness.*—It is on account of these qualities that man has taken the lead in the getting of wealth, in the doing of material things, as well as in the getting of new treasures of knowledge and reaching the high places in building, in commerce, in finances, art, music, literature, government, science, and almost all other forms of activity where ruggedness and forcefulness enable one to forge to the front.

13. *Despotism.*—These same qualities cause the masculine character to incline to be despotic and tyrannical. Masculine man naturally likes to rule, but he hates to be ruled.

Medium Types More Common than Extreme

In studying what you have just read in this chapter about the masculine type of character, and in making your observations upon men and women, have in mind all the time that the character I have just described is the extreme masculine type, and that the extremes of every type are rare. There are always more people about half way between the extremes than there are at either extreme.

For this reason, do not expect that every man will have all of these qualities, because he will not.

How to Determine Degree of Masculinity or Femininity

He will have these masculine qualities only in proportion as he has the features or marks of the masculine type, physically, as shown in brief on page 33. There are enumerated 22 masculine and 22 feminine features. If a man has 15 masculine and 7 feminine features, he is quite predominantly masculine. If he has 11 of each, he is a good balance, and if he has 8 masculine and 14 feminine he is predominantly feminine.

In observing either man or woman, count up the physical traits and their degree.

If the individual has more masculine physical characteristics than feminine, and they are more marked than the feminine characteristics, then in his character the masculine characteristics will predominate. If on the other hand, he has more feminine characteristics, and the feminine characteristics are more marked, then he will show more feminine traits of character than masculine.

CHAPTER II

THE FEMININE TYPE

That men cannot understand women is an idea as old as the race.

I have always wondered whether men started the story in order to flatter women, or whether women started it in order to lure and captivate men—or whether both are responsible; because women are really just as easy to understand as men. The same principles apply to both. They are more alike than they are different. And their differences are easily understood by the unromantic old method of intelligent observation and common sense.

By a little observation and judgment, you will soon learn to recognize the following as feminine physical characteristics:

Feminine Physical Features

In form of profile the typical feminine is concave upper-convex lower.

In body build the typical feminine is a combination of the thinker and the enjoyer, or the fat man with a brain.

The feminine is fine in texture and soft in consistency.

The feminine head is high, long and narrow, smoothly rounded and delicately built.

The feminine eyebrows are flat and smooth.

Shoulders narrow and sloping.

Back curved and somewhat stooping.

Chest narrow and inclined to be flat.

Waist small and incurved at the sides.

Back hollow.

Trunk longer than legs.

Abdomen large and rounded.

Hips full.

Legs short and slanting from the hips inward to the knees.

Thighs very much larger just below the hips than just above the knees.

Ankles slender.

Joints small and delicate.

Hands and feet small and finely built, not showing the bones.

Color brunet.

Size small.

I have just described the extreme feminine type in physical characteristics.

Traits of the Feminine Type

In traits of character this extreme feminine type is as follows:

1. *Slow Thought, Quick Action.*—Because she has the concave upper-convex lower form of profile, she is slow in thought, rather impractical, not so keen in observation as man, not so energetic, she is more impulsive and sharper in speech, and more impulsive in action.

2. *Deficient Self-Control.*—She lacks the determination, persistence, courage and self-control of the masculine.

3. *Ability to Administer and Conserve.*—Because in body build she is a combination of the thinker and the enjoyer, she is more concerned with thoughts, theories and ideals than man, is not so active physically, is not so much interested in mechanics, engineering, transportation and fighting; she enjoys ease, comforts and luxury, she likes to handle food and she takes more naturally to merchandising, conserving, administering and to financing than she does to construction, origination, creation and transportation.

4. *Natural Refinement.*—Because of her fineness of physical organization, woman is sensitive, responsive, naturally refined, loves beauty and quality, demands comforts, elegance and luxury in her surroundings and apparel, and is by nature more exclusive and aristocratic than man.

5. *Emotional Impressionability.*—Because of the soft fibre of her flesh, woman is more impressionable, more emotional, less stable in her convictions and beliefs, more easily influenced and led, more sympathetic and more indolent than man.

6. *Intuition.*—The feminine type of mind is theoretical, spiritual, imitative, sentimental, receptive, beauty loving and intuitive.

While man reasons his way to his conclusions from facts, woman is inclined to jump to conclusions by her intuition.

This difference between reasoning from facts and intuition is a marked and remarkable one. Woman has reflective and reasoning power, and gets good results from them when she uses them, but she is what is called intuitive (although

just what intuition is does not seem to be fully understood), and she is also more impulsive, more emotional and more inclined to think and act as driven by her feelings.

It is a common saying, probably based upon common experience, that a woman's intuitions are likely to be more reliable than a man's reason. We have often heard the expression amongst men, "If I had only taken my wife's advice!"

7. *Imitativeness.*—Women are very keen and quick in acquiring knowledge from books. They are also far more imitative than men. They are therefore good students and good teachers, but very few women have done pioneer work in the exploration of new fields of knowledge and in the realm of creative ideas.

I do not mean by this that woman is inferior to man. She is not inferior, but different. While man's intellectual powers are creative, aggressive and forceful, woman's are absorptive, receptive and passive.

8. *Responsiveness.*—Emotionally woman is far more impressionable, more easily affected and more responsive than man. This is one of the most significant and typical of the characteristics of woman as compared to man.

This explains much about woman that man has found it difficult to understand, or has claimed to find it difficult to understand. It explains her various moods, her tears, her tantrums, her "sweet unreasonableness," her nervousness, irritability, her inclination at times to be hysterical.

It explains why she is timid, why she is more religious than man, and more easily affected to laughter and tears.

9. *Interest in Personalities.*—Thus while man's contact with the world is largely through his intellect and reason, woman's is through her emotions. While man's chief interests intellectually are in the realm of opinions and convictions and principles, woman's chief interests lie in personalities and details.

Go anywhere where woman are talking together and you will find that they are discussing their husbands, their sweethearts, their children and their servants, or their friends and neighbors.

While the man's most frequent expression is, "I think" or "I believe," woman's is, "he said," and "she said."

In these days of women in industry, managers are learning that most women are loyal and enthusiastic workers—but their loyalty is more apt to be to their boss than to their company.

10. *Love of Beauty.*—If man's great vice is his yielding to the demands of his coarser animal appetites and desires, woman's great vice may be said to be her yielding to the demands of her love for beauty.

If the bills for drink, tobacco, gambling and dissipation for the men are high, certainly the women's bills for dresses, hats, furs, coats, jewelry, hairdressing, laces and complexion specialties are almost as high.

11. *Self-Surrender.*—From the standpoint of will power, woman is passive, submissive and negative. What man gains by force and aggressiveness, woman gains by self-surrender, tact, diplomacy and passivity.

12. *Submission.*—If man is by nature inclined to be despotic and tyrannical, woman certainly has indulged him in this through all the ages because it is natural for her to submit. On the other hand, woman has opposed her keen intuitions and her ready wit to the force of man's will. She has learned to use with great effectiveness the law of non-resistance.

Masculine and Feminine Contrasted

Man likes to use direct methods; woman indirect. You often hear that woman is more deceitful, more given to wiles, stratagems, cunning and duplicity than man. This is because women have had to use these forces against the more powerful wills and stronger muscles of men.

Men like to control and direct; women like to influence.

Men acquire knowledge of material things; women hold on to knowledge and also hold on to material things.

Because man is naturally aggressive, forceful, eager and energetic, he makes great outbursts of effort, followed by periods of rest and relaxation. Woman, being more passive in her nature, is more likely to apply her energies more continuously.

Man wants the truth; woman wants love.

Man creates; woman nourishes.

Man is governed by ambition; woman by desire.

Man wants power and supremacy; woman wants influence and personal love relations.

Man naturally deals with the abstract and the general; woman naturally deals with the personal and the particular.

Men struggle for knowledge, wealth, fame and power; women for love, harmony, beauty and pleasure.

Masculine intelligence creates and organizes; feminine intelligence maintains what has been created and the organization.

The masculine mind likes to make laws; the feminine mind preserves and administers laws by her non-resistance.

Again I must remind you that in this chapter I am describing the extremely feminine type of man or woman, and that this type is rare. The great majority of women have far more of the masculine elements in their makeup than I have here described.

Masculine and Feminine Traits Summarized

Summarizing masculine and feminine characteristics briefly, two lists are given on pages 33 and 34. The first list gives the masculine and feminine physical characteristics in parallel columns, while the second list gives the masculine and feminine traits of character in parallel columns.

You will find these lists not only valuable in reading character at sight, but very fascinating as exercises.

Begin with yourself. Check off in the first list your own masculine and feminine physical characteristics. Study yourself carefully. Be honest with yourself.

When you have done this, try to arrive at a percentage basis. For example, seventy-five percent masculine, twenty-five percent feminine. In arriving at this basis, of course, you will have to take into consideration the degree in which you possess each one of the characteristics. For example, if your profile is very strongly convex upper and concave lower, it indicates more masculine characteristics than if it is only slightly convex upper and concave lower, and so on for the other characteristics.

When you have arrived at a percentage basis, proceed next to the second list, the list of the traits of character. Study and analyze yourself. Recall your thoughts, feelings and actions under different circumstances. Then arrive at a percentage basis for your traits of character, and see how nearly this percentage agrees with the percentage shown by the physical traits.

Then apply the same test to the members of your family, your friends, and others whom you know well enough to be able to check up the two lists against each other.

In my own personal practice I have always found that the percentage of masculine and feminine physical traits in any one individual is about the same as the percentage of masculine and feminine traits of character in that individual.

CHAPTER III

WORK FOR THE MASCULINE TYPE

The solemn old saying, "Woman's place is in the home," has been shattered to bits and blown away by the big guns, bombs and battles of the great world war.

Man has found himself compelled to invite woman out of the home, into the office, the factory, the field, the railroad, the government, and even into the rear lines of the battle field.

With this change, the whole complex and age-old division of the world's jobs into men's work and women's work has been torpedoed and sent to the bottom of the sea of exploded fallacies.

In its place has come the much more intelligent idea that there is no exclusive man's sphere and no narrow woman's sphere, but that each man and each woman should do the kind of work he or she can do best, will love best, and will be the happiest in doing, no matter what that work is.

A much saner division of the world's jobs on the basis of sex is, that there are some jobs which are best fitted for masculine men and masculine women, while other jobs are best fitted for feminine men and feminine women.

Masculine Type for Aggressive, Creative Jobs

It is only common sense, of course, to put the masculine type of individual in all jobs requiring aggressiveness; creativeness; positiveness; dynamic energy; combat; hard, rough, grimy, coarse surroundings; heavy physical work; practical knowledge; practical ideas; practical judgment in handling material things; and the ability to dominate and control others.

This is why the masculine type is required for exploring, pioneering, building, operating machinery, running ships and railroads, fighting battles, exploiting new products, creating new markets, advertising, selling and organizing.

The intensely masculine type of man can be pretty well depended upon to get himself into a job where he can use his aggressive, forceful, dominating talents. Even if his job does not fit him in other respects, it is more than likely to fit him in this respect.

Dangers of Timidity and Mental Laziness

The case is a little more difficult for the man who is only moderately masculine. Such a man oftentimes fails to make the most of himself because of feminine traits of caution, timidity and conservatism.

Again, a man who has most of the masculine traits may permit himself to slip into a groove where he cannot use his best talents on account of the feminine traits of submissiveness, non-resistance and imitativeness.

Such a man instead of thinking and deciding for himself, either follows custom or lets someone else think and decide for him.

In all my study of human nature, I have nowhere found any two more common traits than these—fear and mental laziness. They affect both men and women, both of them are frequently found in the same individual.

And they two together are responsible for more human failure than any other one cause or set of causes.

Both men and women fail to do their best because they are afraid, they lack courage.

And pretty nearly all of mankind suffers from an unwillingness to do real hard, continuous, concentrated thinking.

Difference Between Fear and Cowardice

I have called these feminine traits for want of a better name, but let it be understood that they are no more common amongst women than amongst men. It is true that the intensely feminine woman is more timid and more imitative than the intensely masculine man, but as for the rest of humanity, it seems that, in general, the women measure up on these qualities just about as well as the men do.

I do not wish to be understood as saying that the great mass of men and women are cowards. It is one thing to be afraid, and quite a different thing to be a coward.

The average German soldier very well illustrates the difference. No one can dispute the high courage with which he goes into battle and faces absolutely certain death. On the other hand, no one will dispute the timidity and submissiveness with which he yields his thought, his ambition, his speech and his every action to the command of a superior officer.

The One Way for a Masculine Man

If you are a masculine man, get into a man's job. If you are not yet ready for a man's job, then get ready for it. Use your masculine aggressiveness, positiveness, determination and persistence to prepare yourself.

Keep up your courage, smash your way through or over obstacles, prove your manhood.

If you are an employer, don't let your masculine employees waste themselves and waste your time and money by trying to do feminine work.

Stir them up, stimulate them, arouse their courage, their ambition, their determination.

Make them get out in front and take the aggressive.

What the Masculine Woman Can Do

If you are a masculine woman, your task is somewhat harder than that of the masculine man, although it is easier to-day than it has ever been before.

In the bad old times, there was no work for women except housekeeping, with a few odd jobs of school teaching, nursing and sewing.

It is just as illogical and unscientific to expect all men to be preachers as to expect all women to be housekeepers, teachers, nurses and seamstresses.

Some masculine women try to over emphasize their mannishness; others try to make themselves appear more feminine than they are.

Either course of action is a mistake.

It is right that the masculine woman should develop her feminine qualities as much as possible. A fully rounded personality and character is the great object of all true self-development.

On the other hand, you cannot permanently gain anything worth having by trying to appear to be what you are not.

First, be something true, honorable and worth while, then be natural—be yourself.

Regardless of tradition, regardless of conventionality, regardless of the protest of family and friends, the truly masculine woman ought to use all of her powers to develop and train the talents with which she is blessed and to find for herself a place in the world of work where she can use them to her own and humanity's greatest advantage.

Marriage for the Masculine Woman

The woman of the masculine type has a right to marry. She has a right to children, and she has a right to a home. Some of the happiest wives and mothers I have ever seen have been women of this type.

But the mere fact that she is a wife and mother ought not to condemn this type of woman to spend her entire life in the merely feminine occupations of housekeeping. If she is a business woman, an artist, a writer, an organizer, a leader, then she ought by all means to find self-expression through one of these vocations.

Some husbands, fathers and brothers do not understand these things.

It is time they did.

It is time they saw that giving a woman an opportunity for self-expression is no reflection upon their high masculine prerogative of being provider, protector and master.

CHAPTER IV

WORK FOR THE FEMININE TYPE

In a big munition plant in New England, voluntary enlistment and the draft took away large numbers of skilled mechanics.

The superintendents and foremen were in despair. Other men were sought to take the places of those who had gone to war, but not nearly enough could be found.

Meanwhile orders were piling up while machinery stood idle.

"Fill the places with women," said the general manager.

"There are no women skilled mechanics," said the superintendent and foremen.

"Train some, then," replied the general manager.

"They will never learn; women can't understand machinery," said the superintendent and foremen.

"Try them," ordered the general manager.

And they did.

A few months afterward one of the superintendents said to me: "I never saw a man in my life pick up that work as fast as some of these women did. And they all learned faster than the same number of men would. Honest to goodness, we used to think it took the average man two or three years to learn some of those jobs, and here these women got onto them in two or three months! They do much more work than the men did, they do it better, and they aren't so much trouble. They're steadier, more willing to do what they are told, and they are not agitators."

My friend the superintendent seemed surprised, but you know from your study of this lesson that the feminine type has just the qualities he described.

Women in Industry

"But," you say, "I thought we were taught in the beginning of this lesson that women were not mechanical."

Women are not mechanical in the creative sense, but remember, women are imitative.

Because women—that is to say, feminine women—have the feminine characteristics of concave upper-convex lower form of profile, they have all of that nimbleness and quickness of hands and fingers which you will find described on page 32 of Lesson One.

They learn these routine, mechanical jobs where they have to do the same things over and over and over very quickly, and once they have learned them they can execute them with remarkable rapidity and skill.

There were literally hundreds of thousands of jobs of this kind in the factories of America, before the war, occupied by men, when women would have been very much better fitted for the work.

Sheltered Jobs, Routine and Administration for Feminine Type

Men and women of the feminine type require more or less sheltered positions. They like to work under direction, to follow customs, rules and formulae.

They do not like to take the aggressive, or to assume responsibility for an aggressive policy, but they will assume responsibility for administration and conservation.

The feminine type, therefore, is well fitted not only for skillful routine mechanical work, but for purchasing, accounting, finance, cutting out waste, shutting off leakages, carrying out policies and other such work.

An ideal combination in any line of business or any profession is a man or group of men of the masculine type to organize, promote, advertise and sell, with a man or group of men of the feminine type to take care of the business as it comes in, administer the funds, see that policies and orders are carried out, render services to the customers, make the collections, keep everything about the plant and offices clean,

sanitary and attractive, and to act as a kind of governor on the too intensely dynamic, eager and restless steam engine of the masculine element in the organization.

What the Feminine Man Can Do

One of the common tragedies of life is to see a feminine man trying to act as if he were masculine. A naturally quiet, gentle, tactful, courteous man cannot well assume an air of boldness and belligerency. Many do attempt to cover up deficiencies in real courage and aggressiveness by bluff and bluster. One who understands them could only wish they would develop and cultivate rather their fine, gentle, sympathetic qualities. There is no disgrace attached to the lack of brutality and bloodthirstiness. In many respects the feminine qualities are more highly evolved, more advanced and more civilized than the masculine.

You yourself know many splendid men who accomplish a great deal and attain high success by means of their charm of manner, their quiet but almost invincible persuasiveness, their patience and their constancy.

How foolish it would be for these men to try to be bold, aggressive, eager, restless and changeable!

The quiet, patient, keenly sympathetic, beauty loving, feminine man has his place and his work to do in the world, and he can best accomplish it, not by trying to be what he is not, but by making the most of his very charming personality and other altogether desirable qualities.

There is no combination of characteristics which is wholly bad, just as there is none which is wholly good. All things human are relative.

But every human characteristic is good in moderation when rightly used. There is no reason why any human being should be ashamed of his or her qualities.

But there are many good reasons why every human being should learn what his qualities are and how to make the most of them.

And especially is there every good reason for each one of us to be natural and not attempt to affect or pretend to have that which we have not.

Affectation and pretense may deceive a few of the unwary, but they deceive no one quite so completely and so tragically as the person who attempts to use them.

CHAPTER V

HOW TO INFLUENCE AND PERSUADE THE MASCULINE AND FEMININE TYPES

I was once sitting talking with a woman friend of mine, when the doorbell rang and in a few minutes a servant appeared and announced that a gentleman wished to see my friend who was also my hostess. At the same time the servant handed over a card.

"Oh," said my hostess on glancing at the card, "this man has some electric washing machines to sell. I have wondered for some time whether it wouldn't be a good thing to have one in my laundry. Show him in, Helen."

When the young man came in, I was rather pleased with him. He was neatly dressed, well groomed, looked intelligent, and had a pleasing address.

My hostess went straight to the point. "Tell me," she said, "what about this electric washing machine? What will it do? How much does it cost, and what will it cost to run one?"

Instead of answering her questions directly, which he would have done if he had taken a good look at her and used his common sense, the young man began to say something

about what he had heard of her beautiful home, her progressive ideas and her good judgment, and how coming into her home had convinced him that all he had heard was true and more than true.

"Come, come," interrupted my hostess, "I don't care anything about that. My time is valuable. Tell me about your machine. What will it do?"

The young man, rather taken aback, recovered himself quickly and went on to say, "Well you see, madam, the theory of the thing is this," and then began a rather laborious explanation of just why the peculiar motions inside of this machine took all of the dirt out of the clothes.

Again my hostess interrupted him. "Yes," she said, "we'll take it for granted that it cleans the clothes. But how large is it? How many clothes will it hold? How long does it take? How much electrical current does it use?"

Why He Lost the Order

And so throughout their conversation, she was trying to get at the facts, while he, intelligent though he appeared, persisted in trying to flatter her, to explain theories to her, to appeal to her feelings of pride and love of display, and finally wound up by pulling out an order blank and saying, "Just sign your name right here, please."

He lost that order, and he deserved to lose it, for my hostess was a woman of pronounced convex upper-concave lower form of profile, rather square shouldered, with large hands and feet, and in other respects showing herself to be quite markedly of the masculine type.

This young man had evidently been taught that he must handle women in just such a way, and was trying to handle this masculine woman as if she had been more than usually feminine in her characteristics, likes and dislikes.

Facts and Demonstration Win the Masculine Type

The masculine type of mind demands facts. It wants to be shown. It believes most and best in the things it can see, hear, smell, taste and handle.

If the thing you have is any kind of a machine, then show the masculine type of individual how it works. If possible, permit him to work it himself.

In giving reasons to the masculine man, present briefly, distinctly and vividly practical considerations. Remember, he likes to get things done. He likes to move about. He likes conquest, power and domination. Show him how your proposition will enable him to realize all these things.

Because the masculine man loves to dominate he does not like to be dominated. Therefore your suggestions to him must be of the indirect rather than of the direct type. The masculine mind is more easily persuaded by facts, by practical considerations, and by reason, than it is by appeals to emotion or by suggestion.

The masculine man likes to have his own way, therefore it is your cue to find out what his way is, and then adapt your proposition or your presentation of your proposition to his way, so that he will feel, whatever he does in response to your persuasion, that he is having his own way.

The Masculine Type Wants Practical Results

The masculine man wants utility and durability, rather than beauty and decoration.

He wants something that will enable him to win in sports, in politics, in business competition.

If you are selling an automobile, take him out in it, let him drive it, and find out for himself how he can make the other people on the road take his dust.

Let him feel the thrill of passing everyone else on a long steep hill.

Show him that your proposition is scientific, that it is according to sound principles. Do not spin theories of your own for him, but simply remind him of principles which he knows.

Emotional Appeal for the Feminine Type

In dealing with the feminine type of mind, make your appeal to precedent, to sympathy, to humanitarianism, to love of beauty, and to personal vanity.

Do not altogether neglect facts and reasons, for no one's mind is entirely indifferent to these, but subordinate them to suggestion.

The feminine type of mind is very suggestible, and once its rather natural suspicions have been removed and confidence gained, it will respond almost instantly to any direct, positive suggestion as well as to the more indirect and subtle suggestion. In dealing with the feminine type of mind, go more into details and personalities. Remember that the feminine mind is imitative, and likes to do what it sees others do or hears that others have done.

Theories, doctrines, and religious considerations appeal more to the feminine mind than to the masculine.

Remember also that the feminine individual likes to please others, likes to be well thought of and admired.

A Successful Salesman's Experience

One of the most successful salesmen I ever knew once said to me, "In all my selling I find that there are just two classes of people. One class wants things for itself, wants to make money to get ahead in the world. When dealing with that class, I always put the loud pedal on profits and winnings. The other class wants to be admired and applauded. In dealing with that class I don't say so very much about profits, but I do play up the publicity end of my proposition. I paint the picture so that they can actually see themselves in

the centre of a crowd getting a lot of admiration and loud applause."

You have studied the masculine and feminine types well enough to know what was the basis of this master salesman's classification.

In handling these two types also remember that the masculine type wants service, the feminine type attention.

Masculine Type in Social Life

The same general considerations apply to success in social life with those of the masculine and feminine types.

To be popular with the masculine type, you have to play the game, be a good sport, take your losses without whimpering and your gains without crowing.

Either meet the masculine man on his own ground, give him as good as he sends, share his interest in material, practical things, in conquest, in achievement, and in politics, or assume the feminine role. Look up to him. Rest upon his strength. Learn from his wisdom, and let your apparent helplessness appeal to his natural masculine desire to protect and provide.

Women ages ago learned that they could make themselves popular with the masculine type of man by listening in rapt adoration while he recounted his conquests and victories.

Masculinity likes to be admired for its strength, its wisdom and its achievement.

Femininity likes to be admired for its beauty, its charm and its sentiment.

Social Success with the Feminine Type

Social success with those of the feminine type requires attention, admiration, either delicate or direct compliment, the giving and receiving of confidences, and, on the part of those who are predominantly masculine, a certain degree of tender masterfulness.

Those of the feminine type are sometimes cruel to loved ones in little things. They enjoy inflicting pain. Not terrible pain, but just little scratches. Such women, however, do not admire or like the same characteristic in others.

If you are yourself of the feminine type and want to succeed socially with others of the same kind, give them your honest admiration, your confidence and your sympathy. Remember that they are chiefly interested in personalities, and give them a listening and sympathetic ear when they discuss with you their husbands, their sons, their brothers, their neighbors and their servants.

Employers of the Two Types

If your boss is of the masculine type, attend to business. Be impersonal. Show results. Obey orders. Play the game and do not whimper.

If you want a promotion or an increase in pay, show him how the change will benefit him in a practical way.

If your boss is of the feminine type, give him your personal attention. Anticipate his wants and needs. Keep yourself and your surroundings neat and clean. If you want a promotion or increase in pay, appeal to his sympathy, his kindness, his generosity. Show him in every way you can, without talking too much about it, that you are loyal to him personally, and not merely to the organization. Study his likes and dislikes, and do your best to make him like you personally.

The masculine man is likely to regard his relationship with his employees from a purely business point of view, while the feminine man is more likely to regard such relationship from a personal and intimate point of view.

CHAPTER VI

UNDERSTANDING AND HARMONY

The greatest story ever written is a love story.

The greatest poems, songs, plays, operas, pictures and statues are built upon and around the human heart's one greatest interest—love.

The most beautiful building in the world, the Taj Mahal, is a poem in stone, dedicated to the love of a man for his wife.

The one great essential to a happy life is a harmonious love relationship.

The one greatest cause of unhappy marriages and love tragedies is lack of understanding.

Men and women first of all do not understand themselves. Second, they do not understand one another.

If You Would Be Happy in Love, First Understand Yourself

Most young people have never read their own characters. If they have any ideas at all as to the traits of character they want in a mate, these ideas are vague and highly romantic.

For example, many young women think that all they need to be happy is some one to love and some one to love them, when as a matter of fact they are so constituted that they never can be happy unless they find a mate who is also capable of providing them with a comfortable, convenient, beautiful and even luxurious home.

On the other hand, there are young women who think that they could never be happy except as the wives of wealthy men, and as a matter of fact, their happiness depends upon having husbands who adore them, shower attentions upon them, and are willing to spend a great deal of time with them.

This list might be made much longer. There is the girl who sighs for a wonderful, handsome man, with dark eyes, and hair like a raven's wing.

And so there are girls who admire the rather wild, reckless, sporty type; others who admire the masterful, domineering type; still others who are carried away by thoughts of the romantic, poetic type; and some who feel that they could never be satisfied except with the gay, cheerful, optimistic, irresponsible kind of mind.

Some of these may have set up just the right ideals for themselves, either through common sense or by accident, but the tragic records of our divorce courts show that a very large proportion of them are praying for just the kind of mate they ought not to have.

How Men Fool Themselves

Most young men's ideals of a mate's loveliness and desirability have no more foundation in wisdom than those of their sisters, and the beginning of the trouble is that they do not know themselves.

For example, a young man of the extreme convex type, because he is keen, alert, quick and practical himself, may greatly admire a young woman who has these same qualities. But he should stop to consider that he is also irritable, sharp spoken, impatient and impulsive; that he has his periods of utter weariness and exhaustion, when he doesn't want anyone near who is energetic, scintillating and impatient.

He doesn't look ahead and picture to himself the results of living all his life with someone who will respond to his sharp speeches with sharper ones, who will respond to his irritation with greater irritation, who will be even more impulsive than he.

He doesn't stop to ask himself who is to be the balance wheel in that family.

On the other hand, he may greatly admire a woman of

the extreme concave type. She is so mild, so sweet, so soothing, so calm, so easy going, so good natured and smiling, even when he is irritable!

But let him consider also that she is impractical and can neither understand nor sympathize with his intensely practical ideas and purposes; that she is slow, and that he will fume away tremendous amounts of energy in waiting for her; that she is rather indolent by nature and cannot keep up with his restless activity.

Let him remember also, that she is very likely, with all her good nature, to be stubborn.

Let Extreme Types Beware of One Another

As a general rule it is disastrous for two people of the same extreme type to marry. And it is just as disastrous for two people of opposite extreme types to marry.

As a general rule it is far better for those of an extreme type to mate with those who are better balanced.

In order to live happily together throughout a long life, two people need to have similar ideals, similar tastes and similar interests. They need some common ground where they can meet and live together in harmony.

On the other hand they ought to be different in ways which will be helpful, one to the other.

For example, if one is inclined to be melancholy and pessimistic, the other ought to be cheerful and optimistic. If one is extragavant and wasteful, the other ought to be economical. If one is impulsive and reckless, the other ought to be more conservative and more prudent.

Read the Characters of Your Friends

When you know yourself and have a clear and definite understanding of what traits of character your future wife or husband must have if you two are to live helpfully, harmoniously and happily together, the next thing is to do some very careful reading of the characters of young women or

young men you meet—especially those who interest you. It is much better to do this before you fall in love instead of waiting until afterward. My observation is that young people who are in love do not, as a rule, judge calmly. Nor should they. Being in love is one of the most glorious experiences of a lifetime. It ought not to be spoiled by doubts, questions and analyses. If you have used your observation and common sense before you begin courtship and are fully satisfied, your happiness in this great adventure and in married life will be much more sure.

Reading Character at Sight for Husbands and Wives

One of the most valuable and helpful things about reading character at sight, is the understanding it gives to married people of each other.

If you have read your wife's character, then you know what to expect of her. You know what she can do and what she cannot do. You know the things in which she will take an interest and the things to which she will be indifferent. You know what she likes and what she dislikes. Not only this, but you know why.

Many a man, in my experience, has thought for years that his wife said and did certain things for meanness, just to hurt his feelings, just to make him angry, but when he learned to read her character at sight, he found that those things were perfectly natural for her.

In the same way, many a woman who thought she had lost her husband's love because he ceased to shower little delicate attentions upon her, has learned through reading character at sight that because of his coarse texture and his hardness of fibre these things are not at all natural for him. He does not express his love in this way, but rather in the more masculine way of providing for her wants, protecting her from harshness and hardship, from the world outside.

There are many other more important uses of reading character at sight in love, courtship and marriage. Many of them you will readily think of yourself. Others you will learn by experience. Still others depend upon a more complete and scientific study of character analysis.

Male and Female Physical Traits

Male	*Female*
Head—larger at the sides.	Head—larger at the top and back.
Skull—angular and heavily ridged.	Skull—smooth and delicate.
Eyebrows—prominent.	Eyebrows—flat.
Shoulders—broad and square.	Shoulders—narrow and sloping.
Spine—straight and erect.	Spine—curved and stooping.
Chest—large and deep.	Chest—narrow and flat.
Waist—straight.	Waist—in-curved at sides.
Back—straight and flat.	Back—hollow.
Abdomen—flat.	Abdomen—large and rounded.
Legs—long and straight.	Legs—short and slanting from hips inward to knees.
Thighs—columnar.	Thighs—conical.
Ankles—large.	Ankles—slender.
Joints—large.	Joints—small.
Hands—large.	Hands—small.
Feet—large.	Feet—small.
Color—blond.	Color—brunet.
Form—convex upper-concave lower.	Form—concave upper-convex lower.
Size—large.	Size—small.
Structure—motive.	Structure—mental-vital.
Texture—coarse.	Texture—fine.
Consistency—hard.	Consistency—soft.
Joints—rigid.	Joints—pliable.

Masculine and Feminine Traits of Character

Masculine	*Feminine*
Positive	Negative
Aggressive	Passive
Unresponsive	Responsive
Eager	Patient
Robust	Fragile
Self-controlled	Impulsive
Active	Inactive
Strong	Beautiful
Independent	Dependent
Dynamic	Static
Irreligious	Religious
Non-suggestible	Suggestible
Practical	Artistic
Mature	Childish
Harsh	Gentle
Matter-of-fact	Sentimental
Deliberate	Emotional
Mechanical	Decorative
Inventive	Fond of detail
Original	Imitative
Creative	Nourishing
Speculative	Conservative
Courageous	Timid
Vigorous	Enduring
Unyielding	Yielding
Spasmodic	Constant

Summary of Lesson Four

In Lesson Four you have learned that:

1. Sex indicates certain important differences in character.

2. The masculine type of person is not always a man, nor is the feminine type always a woman.

3. Masculine and feminine characteristics, both physical and mental, are usually combined in any one individual. Only a comparatively few are extremely masculine or extremely feminine.

4. The masculine type of individual, whether man or woman, has certain distinctive physical marks, and the feminine type, whether man or woman, has certain other distinct physical marks.

5. In some individuals the masculine physical marks predominate. In others the feminine physical marks predominate. In others the proportions are more nearly equal.

6. The extreme masculine type of individual, as indicated by the possession of a preponderance of the masculine physical marks, has certain definite traits of character, as indicated in the list on page 34.

7. The distinct feminine type of individual, as indicated by a preponderance of feminine physical marks, has traits of character as listed on page 34.

8. Women's characters are not more difficult to understand than men's, being subject to the same principles of reading character at sight.

9. In the world of work, there are no distinctively "men's jobs" and "women's jobs."

10. There are, however, jobs that can best be performed by those of the masculine type, whether men or women, other jobs which can best be filled by those of the feminine type, whether men or women, and other jobs which can best be filled by those of the balanced type, whether men or women.

11. The masculine type of job is one requiring aggressiveness, creativeness, positiveness, dynamic energy, combat, hard, rough, grimy, coarse surroundings; heavy physical work,

practical knowledge, practical ideas, practical judgment in handling material things, and the ability to dominate and control others.

12. Men of the moderately masculine type oftentimes fail to do their best because they lack courage or lack the willingness to work hard continuously and effectively.

13. Success can best be attained by those of the masculine type or the feminine type by doing work for which they are fitted in the way which will make use of their best and strongest qualities, and not by trying to imitate the methods of those who are differently equipped.

14. The masculine woman has a right to marry, to have children and a home and at the same time a right to do work in the world for which her masculine qualities peculiarly fit her.

15. The feminine type of individual is well fitted for skillful routine, mechanical work, purchasing, accounting, finance, cutting out waste, shutting off leakages, carrying out policies, rendering service, and other such work.

16. An ideal combination in any business is an individual of the masculine type to do the aggressive work and an individual of the feminine type to take care of details, to render service, to administer finances, and in other ways to back up the aggressive work of the masculine individual.

17. In influencing the two types remember that the masculine type is influenced by practical considerations, by facts, by appeals to his love of conquest and his love of profits. The feminine type is influenced by appeals to sentiment, to personality, and to a love of beauty.

18. The feminine type of mind is more suggestible than the masculine, and will respond more readily to direct suggestion.

19. Socially the masculine type loves contest and conquest.

20. The feminine type enjoys admiration for its beauty, its charm and its sentiment, likes to discuss personalities, to give and to receive confidences.

21. Show a masculine type of boss practical and profitable results.

22. Give a feminine type of boss personal attention, anticipate his wants and needs, keep yourself and your surroundings neat and clean, and rely at times upon appeals to his sympathy, kindness and generosity.

23. Harmony and happiness in personal love relations depend upon knowing yourself thoroughly and knowing the other person thoroughly.

24. When you know yourself thoroughly you know better the kind of mate who will make you happy, also what you must do to make him or her happy.

25. When you can read and know the character of other people at sight, then you know without sad experiences those who have faults and weaknesses which would be intolerable to you. You also know those who have excellencies and virtues which would be pleasing to you.

26. Those of extreme opposite types or extreme similar types should not marry. They either have too little in common, or because they have the same faults and weaknesses, clash too severely.

27. The ideal mate is one who is different from you in ways which will be helpful to you.

28. Mutual understanding enables married people to expect of each other only that which can be naturally given, also to understand the causes and motives of certain moods, acts and words.

Exercises for Lesson Four

1. *Analysis of Yourself.*

Now continue your analysis of yourself.

You already know what your form of profile indicates. You know the degree of development in you of the mental, motive and vital elements as shown by your body build.

You know what is the degree of fineness of your hair, skin, features, hands and feet, and the degree of natural refinement and sensitiveness this indicates.

You have learned your degree of energy, adaptability and impressionability by observing the degree of hardness of your flesh.

Now add to this knowledge your reading of your own character as to relative degrees of masculinity and femininity in your make-up.

I have told you how to do this on page 15 of this lesson.

All this knowledge taken together will give you a chance to check up your traits. By this I mean that you can see how many indications you have of any one trait.

For example, take the trait of responsiveness—readiness and quickness of response to mental or physical impression.

The convex is more responsive than the concave.

The mental is more responsive than the motive or the vital.

The fine is more responsive than the coarse, the soft and elastic are more responsive than the hard, the feminine is more responsive than the masculine.

Now, if you are convex, mental, fine, elastic or soft and predominantly feminine, you should be very responsive.

Are you?

Do you start violently at a sudden sound?

Do you instantly smile in return when someone smiles at you?

Are you quick to laugh—quick to cry?

Do you instantly respond to the mood of the person with

whom you talk? Do you give back enthusiasm for enthusiasm, thrill for thrill?

But, suppose you are convex, motive, coarse, elastic and about equally masculine and feminine. Then you should not be so keenly responsive. How about it? Just how unmoved do you remain in the instances I have just mentioned.

Do you remain rather indifferent until your feelings have had time to warm up?

Check up also other traits, such as energy, endurance, idealism, organizing ability, creative ability, practicality and sympathy.

You are now doing some real "reading." You not only know many of the letters—alphabet of human character—but you are beginning to combine them to form words and to understand the meaning of the words.

2. *Traits and Their Marks.*

Here is a list of traits of character you have already studied.

In the space provided after each one, write the descriptive names of as many marks of that trait as you can remember.

Here is an example of what I mean.

Trait.	Form of Profile.	Body Build.	Fine or Coarse.	Hard, Soft or Elastic.	Masc. or Fem.
Activity.	Convex.	Motive.		Elastic or Hard.	Masculine.

If the trait is not indicated under any one or more of the headings, leave it blank, as I have done above, under the heading "Fine or Coarse."

Trait.	Form of Profile.	Body Build.	Fine or Coarse.	Hard, Soft, or Elastic.	Masc. or Fem.
Robust					
Gentle					
Constant					
Speculative					
Enduring					
Eager					
Harsh					
Dependent					
Suggestible					
Emotional					
Fond of detail					
Imitative					
Nourishing					
Mature					
Religious					
Vigorous					
Yielding					
Dynamic					
Deliberate					
Creative					
Static					
Childish					
Positive					
Artistic					
Active					
Aggressive					
Irreligious					
Non-suggestible					
Fragile					
Courageous					
Inventive					
Responsive					
Mechanical					
Sentimental					
Spasmodic					
Original					
Timid					
Inactive					
Unresponsive					
Impulsive					
Passive					
Negative					
Matter-of-fact					
Practical					
Self-controlled					
Unyielding					
Decorative					
Strong					
Independent					
Patient					
Beautiful					
Conservative					